



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-03-2012 PAGE: 1 of 5

SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

| | | | | | | | | | | | | | | | | | | | | |
|-----------------------|---------------------------|---------------------------|-------------------|--|---|----------------------------|------------------------|---|----------|---|---|---|---|---------------------------------------|--------------------------|---|-----|-------|-----------|-----------|
| Contract No 404330 | Contract Dt 11-01-2012 | Revision Dt 11-02-2012 | Rev# 2 | Advertiser PA DEMO PARTY/CASEY FOR SENATE | Brand PA DEMOCRATIC PARTY/CASEY FOR SENATI | Product Code POLITICALS | | | | | | | | Station/Market WPVI - PHILADELPHIA | | | | | | |
| Agency Est# | | | CMS # 247665 | Sales Office PHILADELPHIA | Account Executive A. CLIFFORD | Start Date 11-02-2012 | End Date 11-06-2012 | Billing M (Broadcast Month, Cycle 1) | | | | | | Package N | Contract Title 247665 | | | | | |
| Line | Start Date | End Date | Time Period | Description | | | | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ |
| 1 | 11-02-2012 | 11-02-2012 | 05:00AM - 06:00AM | MORNING NEWS 5A MO-FR (6948) | | | | 8 | 30 | | | | | 2 | | | 2 | 650 | 2 | 1,300.00 |
| 2 | 11-05-2012 | 11-06-2012 | 05:00AM - 06:00AM | MORNING NEWS 5A MO-FR (6948) | | | | 9 | 30 | 2 | 2 | | | | | | 4 | 650 | 4 | 2,600.00 |
| 3 | 11-02-2012 | 11-02-2012 | 07:00AM - 09:00AM | MORNING NEWS GMA 7A MO-FR (6910) | | | | 9 | 30 | | | | | 4 | | | 4 | 1,500 | 4 | 6,000.00 |
| 4 | 11-05-2012 | 11-06-2012 | 07:00AM - 09:00AM | MORNING NEWS GMA 7A MO-FR (6910) | | | | 9 | 30 | 4 | 3 | | | | | | 7 | 1,500 | 7 | 10,500.00 |
| 5 | 11-02-2012 | 11-02-2012 | 06:00AM - 07:00AM | MORNING NEWS 6A MO-FR (6949) | | | | 9 | 30 | | | | | 2 | | | 2 | 1,500 | 2 | 3,000.00 |
| 6 | 11-05-2012 | 11-06-2012 | 06:00AM - 07:00AM | MORNING NEWS 6A MO-FR (6949) | | | | 9 | 30 | 2 | 2 | | | | | | 4 | 1,500 | 4 | 6,000.00 |
| 7 | 11-02-2012 | 11-02-2012 | 09:00AM - 10:00AM | DAYTIME 9-10A WEEKKDAY (6912) | | | | 8 | 30 | | | | | 1 | | | 1 | 1,600 | 1 | 1,600.00 |
| 8 | 11-05-2012 | 11-05-2012 | 09:00AM - 10:00AM | DAYTIME 9-10A WEEKKDAY (6912) | | | | 8 | 30 | 2 | | | | | | | 2 | 1,600 | 2 | 3,200.00 |
| 9 | 11-02-2012 | 11-02-2012 | 12:00PM - 12:30PM | DAYTIME NOON NEWS WEEKDAY (6950) | | | | 8 | 30 | | | | | 1 | | | 1 | 1,700 | 1 | 1,700.00 |
| 10 | 11-05-2012 | 11-06-2012 | 12:00PM - 12:30PM | DAYTIME NOON NEWS WEEKDAY (6950) | | | | 8 | 30 | 1 | 1 | | | | | | 2 | 1,700 | 2 | 3,400.00 |
| 11 | 11-02-2012 | 11-02-2012 | 10:00AM - 11:00AM | DAYTIME 10-11A WEEKDAY (6913) | | | | 7 | 30 | | | | | 2 | | | 2 | 1,600 | 2 | 3,200.00 |
| 12 | 11-05-2012 | 11-05-2012 | 10:00AM - 11:00AM | DAYTIME 10-11A WEEKDAY (6913) | | | | 7 | 30 | 1 | | | | | | | 1 | 1,600 | 1 | 1,600.00 |
| 13 | 11-05-2012 | 11-06-2012 | 11:00AM - 12:00PM | DAYTIME 11A-12P MO-FR (6914) | | | | 7 | 30 | 1 | 1 | | | | | | 2 | 2,000 | 2 | 4,000.00 |
| 14 | 11-02-2012 | 11-02-2012 | 04:00PM - 05:00PM | EARLY NEWS 4P MO-FR (7239) | | | | 9 | 30 | | | | | 1 | | | 1 | 800 | 1 | 800.00 |
| 15 | 11-05-2012 | 11-05-2012 | 04:00PM - 05:00PM | EARLY NEWS 4P MO-FR (7239) | | | | 9 | 30 | 1 | | | | | | | 1 | 800 | 1 | 800.00 |

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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SHORR, JOHNSON, MAGNUS & PARTNERS,
LLC - 22132
ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

| Contract No | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market |
|-------------|-------------|-------------|------|--------------------------------|--------------------------------------|--------------|---------------------|
| 404330 | 11-01-2012 | 11-02-2012 | 2 | PA DEMO PARTY/CASEY FOR SENATE | PA DEMOCRATIC PARTY/CASEY FOR SENATI | POLITICALS | WPVI - PHILADELPHIA |

| Agency Est# | | | CMS # | Sales Office | Account Executive | Start Date | End Date | Billing | | | | | | | Package | Contract Title | | |
|-------------|------------|------------|-------------------|--|-------------------|------------|------------|------------------------------|---|---|---|---|---|-----|---------|----------------|-----------|--|
| | | | 247665 | PHILADELPHIA | A. CLIFFORD | 11-02-2012 | 11-06-2012 | M (Broadcast Month, Cycle 1) | | | | | | | N | 247665 | | |
| Line | Start Date | End Date | Time Period | Description | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ | |
| 16 | 11-03-2012 | 11-04-2012 | 06:00PM - 07:30PM | WEEKEND NEWS SA-SU 6-730P (6990) | 8 | 30 | | | | | | 1 | 1 | 2 | 1,200 | 2 | 2,400.00 | |
| 17 | 11-02-2012 | 11-02-2012 | 06:00PM - 06:30PM | EARLY NEWS 6P MO-FR (6989) | 8 | 30 | | | | | 1 | | | 1 | 3,400 | 1 | 3,400.00 | |
| 18 | 11-05-2012 | 11-05-2012 | 06:00PM - 06:30PM | EARLY NEWS 6P MO-FR (6989) | 8 | 30 | 1 | | | | | | | 1 | 3,400 | 1 | 3,400.00 | |
| 19 | 11-02-2012 | 11-02-2012 | 05:00PM - 06:00PM | EARLY NEWS 5P MO-FR (6988) | 9 | 30 | | | | | 2 | | | 2 | 2,200 | 2 | 4,400.00 | |
| 20 | 11-05-2012 | 11-05-2012 | 05:00PM - 06:00PM | EARLY NEWS 5P MO-FR (6988) | 9 | 30 | 2 | | | | | | | 2 | 2,200 | 2 | 4,400.00 | |
| 21 | 11-02-2012 | 11-02-2012 | 07:00PM - 07:30PM | ACCESS MO-FR JEOPARDY (7063) | 8 | 30 | | | | | 1 | | | 1 | 3,600 | 1 | 3,600.00 | |
| 22 | 11-05-2012 | 11-05-2012 | 07:00PM - 07:30PM | ACCESS MO-FR JEOPARDY (7063) | 8 | 30 | 1 | | | | | | | 1 | 3,600 | 1 | 3,600.00 | |
| 23 | 11-02-2012 | 11-02-2012 | 07:30PM - 08:00PM | ACCESS MO-FR WHEEL (7064) | 8 | 30 | | | | | 1 | | | 1 | 3,600 | 1 | 3,600.00 | |
| 24 | 11-05-2012 | 11-05-2012 | 07:30PM - 08:00PM | ACCESS MO-FR WHEEL (7064) | 8 | 30 | 1 | | | | | | | 1 | 3,600 | 1 | 3,600.00 | |
| 25 | 11-05-2012 | 11-05-2012 | 08:00PM - 10:00PM | PRIME MO8 (7008) | 9 | 30 | 1 | | | | | | | 1 | 10,000 | 1 | 10,000.00 | |
| 26 | 11-05-2012 | 11-05-2012 | 10:00PM - 11:00PM | PRIME MO10 (7010) | 9 | 30 | 1 | | | | | | | 1 | 6,500 | 1 | 6,500.00 | |
| 27 | 11-02-2012 | 11-02-2012 | 11:35PM - 12:02AM | LF NIGHTLINE 1135P LTC 1/7/13 (6970) | 9 | 30 | | | | | 1 | | | 1 | 1,000 | 1 | 1,000.00 | |
| 28 | 11-05-2012 | 11-05-2012 | 11:35PM - 12:02AM | LF NIGHTLINE 1135P LTC 1/7/13 (6970) | 9 | 30 | 1 | | | | | | | 1 | 1,000 | 1 | 1,000.00 | |
| 29 | 11-04-2012 | 11-04-2012 | 09:00AM - 10:00AM | WEEKEND NWS 9-1030A SU (7057) | 9 | 30 | | | | | | | 1 | 1 | 650 | 1 | 650.00 | |
| 30 | 11-04-2012 | 11-04-2012 | 10:00AM - 10:30AM | WEEKEND NWS 1130A-12P SU INSIDE STORY (7 | 9 | 30 | | | | | | | 2 | 2 | 500 | 2 | 1,000.00 | |

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ATTN: MICHAEL D'ETTORE
1831 CHESTNUT STREET #602
PHILADELPHIA PA 19103

| Contract No 404330 | | Contract Dt 11-01-2012 | Revision Dt 11-02-2012 | Rev# 2 | Advertiser PA DEMO PARTY/CASEY FOR SENATE | | Brand PA DEMOCRATIC PARTY/CASEY FOR SENATI | | Product Code POLITICALS | | | | | | Station/Market WPVI - PHILADELPHIA | | | | | |
|-----------------------|------------|---------------------------|---------------------------|-------------------------------|--|--|---|------------------------|---|----|---|---|---|---|---------------------------------------|--------------------------|----------------|--------|-----------|-----------|
| Agency Est# | | | CMS # 247665 | Sales Office PHILADELPHIA | Account Executive A. CLIFFORD | | Start Date 11-02-2012 | End Date 11-06-2012 | Billing M (Broadcast Month, Cycle 1) | | | | | | Package N | Contract Title 247665 | | | | |
| Line | Start Date | End Date | Time Period | Description | | | | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ |
| 31 | 11-03-2012 | 11-04-2012 | 08:00AM - 09:00AM | WEEKEND SA-SU GMA (6911) | | | | 8 | 30 | | | | | | 1 | 1 | 2 | 1,400 | 2 | 2,800.00 |
| 32 | 11-03-2012 | 11-03-2012 | 09:00AM - 10:00AM | WEEKEND NWS 9-10A SA (10928) | | | | 8 | 30 | | | | | | 2 | | 2 | 1,000 | 2 | 2,000.00 |
| 33 | 11-04-2012 | 11-04-2012 | 09:00PM - 10:00PM | PRIME SU9 (7050) | | | | 9 | 30 | | | | | | | 1 | 1 | 10,000 | 1 | 10,000.00 |
| 34 | 11-02-2012 | 11-04-2012 | 11:00PM - 11:35PM | LATE NEWS MO-SU (6969) | | | | 9 | 30 | | | | | 1 | 1 | 1 | 3 | 3,200 | 3 | 9,600.00 |
| 35 | 11-05-2012 | 11-05-2012 | 11:00PM - 11:35PM | LATE NEWS MO-SU (6969) | | | | 9 | 30 | 1 | | | | | | | 1 | 3,200 | 1 | 3,200.00 |
| 36 | 11-04-2012 | 11-04-2012 | 09:00AM - 10:00AM | WEEKEND NWS 9-1030A SU (7057) | | | | 9 | 30 | | | | | | | 1 | 1 | 650 | 1 | 650.00 |
| 37 | 11-02-2012 | 11-02-2012 | 09:00PM - 10:00PM | PRIME FR9 (7043) | | | | 9 | 30 | | | | | 1 | | | 1 | 4,800 | 1 | 4,800.00 |
| 38 | 11-03-2012 | 11-03-2012 | 08:00PM - 11:30PM | COLLEGE FOOTBALL PRIME (7220) | | | | 9 | 30 | | | | | | 1 | | 1 | 2,800 | 1 | 2,800.00 |
| 39 | 11-04-2012 | 11-04-2012 | 07:00PM - 08:00PM | PRIME SU7 (7048) | | | | 9 | 30 | | | | | | | 1 | 1 | 3,500 | 1 | 3,500.00 |
| M | MG Group # | Preempted | Rate Reason | MG Description | | | | | Duration | | | | | | | | | | | |
| | 336644 | 11-04-2012 | 3,500 | POLITICAL | 1 X 30 @ \$2,800 S 08:00PM - 11:30PM - 11/03/12-11/03/12 (7220), | | | | 9 | 30 | | | | | X | | 1 | 2,800 | 1 | 2,800.00 |
| | | | | | 1 X 30 @ \$500 S 06:00AM - 08:00AM - 11/03/12-11/03/12 (6997), | | | | 9 | 30 | | | | | X | | 1 | 500 | 1 | 500.00 |
| | | | | | 1 X 30 @ \$200 S 12:35AM - 01:35AM - 11/03/12-11/03/12 (7766) | | | | 9 | 30 | | | | | | | 1 | 200 | 1 | 200.00 |
| | | | | | | | | | | | | | | | | | | | | |
| | | Total: | 3,500 | | | | | | | | | | | | | | Preempt Total: | | -1 | -3,500.00 |
| 40 | 11-04-2012 | 11-04-2012 | 08:00PM - 09:00PM | PRIME SU8 (7049) | | | | 9 | 30 | | | | | | | 1 | 1 | 12,000 | 1 | 12,000.00 |
| 41 | 11-04-2012 | 11-04-2012 | 10:00PM - 11:00PM | PRIME SU10 (7051) | | | | 9 | 30 | | | | | | | 1 | 1 | 6,000 | 1 | 6,000.00 |
| 42 | 11-05-2012 | 11-05-2012 | 08:00PM - 10:00PM | PRIME MO8 (7008) | | | | 9 | 30 | 1 | | | | | | | 1 | 10,000 | 1 | 10,000.00 |

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| Contract No | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market |
|-------------|-------------|-------------|------|--------------------------------|--------------------------------------|--------------|---------------------|
| 404330 | 11-01-2012 | 11-02-2012 | 2 | PA DEMO PARTY/CASEY FOR SENATE | PA DEMOCRATIC PARTY/CASEY FOR SENATI | POLITICALS | WPVI - PHILADELPHIA |

| Agency Est# | | | CMS # | Sales Office | Account Executive | Start Date | End Date | Billing | | | | | | | Package | Contract Title | | |
|-------------|------------|------------|-------------------|---|-------------------|------------|------------|------------------------------|---|---|---|---|---|----------------|---------|----------------|----------|--|
| | | | 247665 | PHILADELPHIA | A. CLIFFORD | 11-02-2012 | 11-06-2012 | M (Broadcast Month, Cycle 1) | | | | | | | N | 247665 | | |
| Line | Start Date | End Date | Time Period | Description | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ | |
| 43 | 11-02-2012 | 11-02-2012 | 05:00AM - 06:00AM | MORNING NEWS 5A MO-FR (6948) | 8 | 30 | | | | | 1 | | | 1 | 1,000 | 1 | 1,000.00 | |
| 44 | 11-04-2012 | 11-04-2012 | 12:00AM - 02:00AM | LF SUN MILLION \$ MOVIE (6974) | 8 | 30 | | | | | | | 2 | 2 | 150 | 2 | 300.00 | |
| 45 | 11-04-2012 | 11-04-2012 | 11:30PM - 12:00AM | LATE NEWS ACTION NEWS AT 1130P SA-SU (699 | 8 | 30 | | | | | | | 1 | 1 | 2,800 | 1 | 2,800.00 | |
| 46 | 11-02-2012 | 11-02-2012 | 05:00AM - 06:00AM | MORNING NEWS 5A MO-FR (6948) | 9 | 30 | | | | | 2 | | | 2 | 650 | 2 | 1,300.00 | |
| 47 | 11-05-2012 | 11-05-2012 | 05:00AM - 06:00AM | MORNING NEWS 5A MO-FR (6948) | 9 | 30 | 2 | | | | | | | 2 | 650 | 2 | 1,300.00 | |
| 48 | 11-02-2012 | 11-02-2012 | 06:00AM - 07:00AM | MORNING NEWS 6A MO-FR (6949) | 9 | 30 | | | | | 2 | | | 2 | 1,500 | 2 | 3,000.00 | |
| 49 | 11-02-2012 | 11-02-2012 | 04:00PM - 05:00PM | EARLY NEWS 4P MO-FR (7239) | 9 | 30 | | | | | 3 | | | 3 | 800 | 3 | 2,400.00 | |
| | MG Group # | Preempted | Rate Reason | MG Description | | Duration | | | | | | | | | | | | |
| | 336507 | 11-02-2012 | 800 POLITICAL | 1 X 30 @ \$800 S 06:00AM - 08:00AM - 11/03/12-11/03/12 (6997) | 8 | 30 | | | | | | X | | 1 | 800 | 1 | 800.00 | |
| | | Total: | 800 | | | | | | | | | | | Preempt Total: | | -1 | -800.00 | |
| 50 | 11-05-2012 | 11-05-2012 | 04:00PM - 05:00PM | EARLY NEWS 4P MO-FR (7239) | 9 | 30 | 2 | | | | | | | 2 | 800 | 2 | 1,600.00 | |
| 51 | 11-02-2012 | 11-02-2012 | 05:00PM - 06:00PM | EARLY NEWS 5P MO-FR (6988) | 9 | 30 | | | | | 2 | | | 2 | 2,200 | 2 | 4,400.00 | |
| 52 | 11-02-2012 | 11-02-2012 | 11:00PM - 11:35PM | LATE NEWS MO-SU (6969) | 9 | 30 | | | | | 1 | | | 1 | 3,200 | 1 | 3,200.00 | |
| 53 | 11-05-2012 | 11-05-2012 | 11:00PM - 11:35PM | LATE NEWS MO-SU (6969) | 9 | 30 | 1 | | | | | | | 1 | 3,200 | 1 | 3,200.00 | |

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| | | | | | | | | | | | | | | | | | | | | |
|-----------------------|---------------------------|---------------------------|--|--|---|----------------------------|------------------------|---|-------------|---|---|---|---|---------------------------------------|--------------------------|---|-------------------------|-------|-----------|------------|
| Contract No 404330 | Contract Dt 11-01-2012 | Revision Dt 11-02-2012 | Rev# 2 | Advertiser PA DEMO PARTY/CASEY FOR SENATE | Brand PA DEMOCRATIC PARTY/CASEY FOR SENATI | Product Code POLITICALS | | | | | | | | Station/Market WPVI - PHILADELPHIA | | | | | | |
| Agency Est# | | | CMS # 247665 | Sales Office PHILADELPHIA | Account Executive A. CLIFFORD | Start Date 11-02-2012 | End Date 11-06-2012 | Billing M (Broadcast Month, Cycle 1) | | | | | | Package N | Contract Title 247665 | | | | | |
| Line | Start Date | End Date | Time Period | Description | | | | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ |
| | | | COMMENTS PAID FOR BY THE PENNSYLVANIA DEMOCRATIC PARTY AND AUTHORIZED BY BOB CASEY FOR SENATE INC | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | Contracted Gross Total: | | 90 | 194,100.00 |
| | | | | | | | | | | | | | | | | | Actual Gross Total: | | 92 | 194,100.00 |
| | | | | | | | | | | | | | | | | | Agency Commission: | | | 29,115.00 |
| | | | | | | | | | | | | | | | | | Net Total: | | | 164,985.00 |
| Month/YR | | | Preempted | | Made Good | | Contract Total | | Adjustments | | | | | | | | Actual Total | | | |
| Nov 12 | | | 4,300.00 | | 4,300.00 | | 194,100.00 | | 0.00 | | | | | | | | 194,100.00 | | | |
| TOTAL | | | 4,300.00 | | 4,300.00 | | 194,100.00 | | 0.00 | | | | | | | | 194,100.00 | | | |

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